

**Analytics
Advertising**

BUILDING BRANDS

Company Profile

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Our STORY

- Analytics Advertising, founded by Talifhani Mamafha in 2017, is a multi-disciplinary advertising, an integration of Creative agency and Consulting firm in one house.
- Talifhani is an entrepreneur from a young age, established himself in the econometrics and Analytics sphere, He then realized the future of advertising will depend on analytics in the digital economy.
- We are now Africa's leading full-service Digital Marketing & Media buying agency, utilizing analytical specialists to provide full scale Project Management and execution of Digital Campaigns for Corporate, Retail and Personal brands
- Our company is growing simply because we apply basic principles for developing brands and tailor make brand stories according to each companies specific needs. We also utilize platforms that best fit for our clients.

Analytics Advertising **TEAM**

Managing Director

Mr Banks

Business Manager

Takalani Netshipale

Creative Designs

Trevor Mulindi
Naledi Sikwane

Production

Thabiso Seanego
Fulu Mashige

Social Media

Unarine
Mugogovhali

Business Development

Lerato Mohlala
Andani Maliage

Financial Management

Pabalelo Mamafha
Ntombi

Company PROJECTION

2020

- A small unit of creative thinkers Applying Analytics in Advertising
- Building Relationships with Traditional Agencies
- Creating Best content to communicate brands stories

2021

- Establishing an Analytical & Tec team
- Becoming an In house Advertising & Consulting Agency
- Building a strong team for a specific service and categorizing work
- Getting a bigger office space

2022

- Become Africa's Leading Advertising & Consulting Agency
- Working with Global Clients
- Expanding In Africa
- Adding More services into the business

2023

- Expand Worldwide
- Become known a company globally
- Continue to provide the best services
- Encourage remote working worldwide

Our **VISION**, **MISSION** And **GOALS**



VISION

To become Africa's leading digital marketing, campaigning and brand building agency



MISSION

Provide unmatched quality content for digital platforms and provide maximum exposure and recognition for clients



GOALS

To provide successful full multi-disciplinary service to clients and retain renewal of services for completed projects

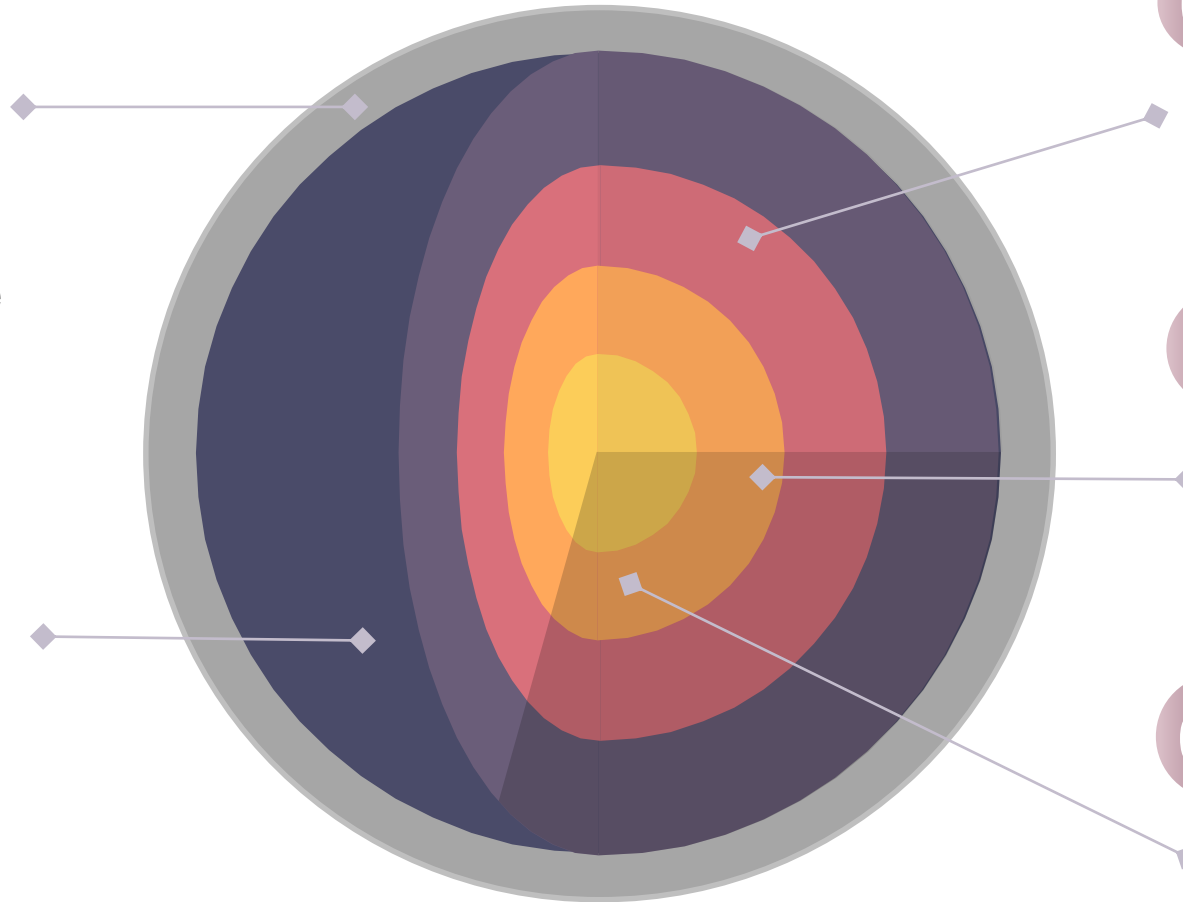
Brand **VALUES**

01 **Breaking boundaries**

Being at the forefront of trends and setting them to keep our clients up to date and ahead of their competitors

02 **Reinvention**

Providing clients a new version of their old advertising and campaigning content, also providing fresh-new ideas



03 **Availability**

To break the agency stigma and be available to our client base whenever they need us.

04 **Natural creativity**

To bring creativity to clients which comprises of South African authenticity and originality .

05 **Diversity and Integrity**

To provide honest and diverse solutions that are in line with the company vision and mission.

Our SERVICES

As a Africa's leading agency, our experience assist in making local & International clients meet and exceed their goals through:

- Analytics
- Creative designs
- Content creation
- Media monitoring
- Brand Strategy
- Campaign management



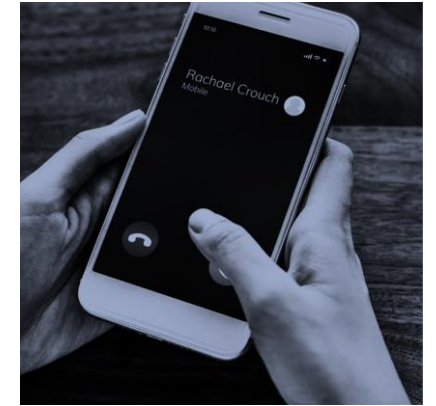
BUILDING BRANDS

- We build brands for corporates, products and people.
- We evaluate what the company/person represents, their niche and how your product will satisfy the market.
- We develop strategies to ensure efficient communication to your customers to make it easy for them to understand.



ANALYTICS

- We are a data-driven company, specialising in Data Analytics.
- Prior to campaigning/branding, it is crucial to understand what the target market it and what works.
- Thereafter, we track the market with our speciality, Media monitoring & Sentiment analysis.



INFLUENCER MARKETING

- We are the leading company in personal branding today, having developed successful personal brands such as Ntando Duma, The Funny Chef, Mohale and Makhadzi.
- Our aim is to utilise current influencers to campaign and brand products to create influenced interest from consumers for it.

- We also offer Consulting services for Data Management, Data Analysis, Data Monitoring, Data Organisation and Data Alterations

Our CLIENTS



Perfect. Every time.



MPOOMY LEDWABA
ENTREPRENEUR
315K FOLLOWERS



PASI KOETLE
ACTRESS & MC
1.3 M FOLLOWERS



NTANDO DUMA
TV PERSONALITY
2.4M FOLLOWERS



SAMKELO
TV & FILM ACTRESS
1.2 M FOLLOWERS



LINDOUGH & VALDO
ACTOR & ARTIST
66.9K FOLLOWERS



BONNIE MBULI
ACTRESS & AUTHOR
318K FOLLOWERS

Our CAMPAIGNS

We offer a full-service Digital Marketing solution to our clients ensuring that KPI's are met timeously and continuing to challenge ourselves to ensure that no campaign becomes stagnant. By Collaboration we ensure fresh and innovative thinking and we adapt fast to keep the client ahead of it's competitors and away from the boredom of monotony.

ProNutro

Influencer marketing targeting mothers, Content creation and Media monitoring

Weet-bix

Influencer marketing targeting lifestyle influencers, Creating content and media monitoring

Bokomo

Influencer marketing using the brands target market, creating content and media monitoring

MTN MAKEOVER

Content creation using The Funny Chef as an Influencer, and Media Monitoring

VW T-CROSS

Influencer marketing, Creating social media content and media monitoring



Analytics Advertising

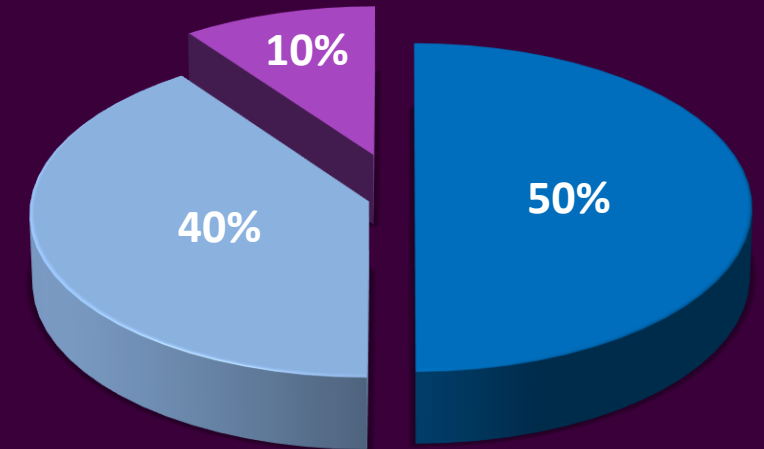
BUILDING BRANDS

SERVICE PACKAGE

Analytics OFFERING

WE SPECIALISE IN:

- DEFINE AND IDENTIFY THE TARGET MARKET ONLINE
 - CREATE BRAND STRATEGY
 - QUALITY CREATIVE DESIGNS THAT BUILD ENGAGEMENTS
- CREATE CONTENT FOR A SPECIFIC TARGET MARKET
 - DIGITAL MEDIA MANAGEMENT & MONITORING
- USE SOCIAL MEDIA PLATFORM TO COMMUNICATE COMPANY STORY AND DRIVE TRAFFIC TO SALES
 - INFLUENCER MARKETING
 - SEO AND PAID ADS
 - REPORTING



- BUILDING BRANDS
- ANALYTICS
- INFLUENCER MARKETING

MONTHLY SERVICE PACKAGES 2021

SMALL BUSINESS PACKAGE		EMERGING MARKETS PACKAGE		CORPORATE PACKAGE	
CONSULTING, including a free customised solution model and brand strategy document	R5 000	CONSULTING, including a free customised solution model and brand strategy document	R20 000	CONSULTING, including a free customised solution model and brand strategy document	R50 000
SOCIAL MEDIA MANAGEMENT on two - three platforms	R10 000	SOCIAL MEDIA MANAGEMENT on two - three platforms	R20 000	SOCIAL MEDIA MANAGEMENT on two - three platforms	R50 000
CREATIVE DESIGNS, including motion graphics and logo designs	R15 000	CREATIVE DESIGNS, including motion graphics and logo designs	R30 000	CREATIVE DESIGNS, including motion graphics and logo designs	R50 000
VIDEO CAPTURING AND PRODUCTION	R20 000	VIDEO CAPTURING AND PRODUCTION	R50 000	VIDEO CAPTURING AND PRODUCTION	R200 000
SEO, (search engine optimisation) marketing	R20 000	SEO, (search engine optimisation) marketing	R50 000	SEO, (search engine optimisation) marketing	R50 000

Web Development - R5 000 to R50 000

App development – R50 000 to R2 000 000

Retail OPERATIONS OFFERING

WE SPECIALISE IN:

- RELATIONSHIP BUILDING
- PRESENTING NEW LISTINGS TO CUSTOMER
 - LOGISTICS PROCUREMENT
 - PRICING STRATEGIES
- TRADING TERMS NEGOTIATIONS
 - STOCK MANAGEMENT
- PRICE INCREASE MAINTENANCE
- PROMOTIONAL STRATEGIES

PACKAGE PRICING:

- MONTHLY RETAINER: R 10 000
- 15% OF 3 MONTHS NET PURCHASES
- FROM APPLICABLE RETAILER OUTLETS.

ADDITIONAL SKILLS TRAINING OFFERING

WE ALSO PROVIDE TRAINING OPPORTUNITIES FOR THE FOLLOWING DISCIPLINES:

INFORMATION TECHNOLOGY

R20 000 PER CLASS PER DAY

RISK MANAGEMENT

MAXIMUM 10 ATTENDEES

DIGITAL DATA MONITORING

STRATEGIC DEVELOPMENT

PACKAGE INCLUDES:

DATA AND INFORMATION ANALYTICS

- STUDY MANUALS

MARKETING ANALYSIS

- TRAINING VIDEOS

REPORTING

- SESSION PICTURES

PROGRAMMING

- ATTENDANCE CERTIFICATE

Contact Us

For all enquiries 24 hours a day feel free to contact the team lead.



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**Analytics
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BUILDING BRANDS



Thank You.